

**Up-a-Notch™ Sales Training
System
for Inside Salespeople
By Dave Kahle**

**Improving Your Listening
Proficiency**

NOTES

Improve your listening skills and you'll be more effective in all your _____, whether its with your children, with your spouse or significant other, your family and friends or even your boss and co-workers. And, of course, you'll be more _____ on the job.

Listening is one of those absolutely _____ that we all have to some degree, but that we all can improve upon. We're never as _____ at it as we _____.

The first principle of effective listening is that: **People need to _____ valued.**

The second principle of listening is: **The things people choose to talk about are often the things that are the _____ to them.**

The third principle of constructive listening is that: **What is _____ being _____ is often as important as what _____ being said.**

It's this: There are two objectives for effective listening. The first is to _____ the customer. The second is to _____ to the customer the _____ that you are listening. You can do one without the other. You can listen well, but not _____ to the customer the sense that you are listening. Or, you can convey the _____ that you are listening without one word he/she says sinking in. If you are going to be really _____ at this, you are also going to _____ to that customer the _____ that you are listening.

Here are several tips and techniques to help you listen better:

1. Start by _____ on the customer.

Before every conversation, take a deep breath, tell yourself to focus on the customer, and then put a _____ or two in your _____. "What are the details of this

customer's situation?" is a good question. Another is "How does this customer feel about his/her relationship with our company?"

You don't ask these questions out _____ to the _____, rather, you _____ them in your _____ as a _____ to keep yourself focused on the customer.

2. _____ with the customer.

When you force yourself to _____ with the customer, you force yourself to _____ on what the customer is _____, and you _____ to the customer the _____ that you are listening and absorb what they are saying. You fulfill both of the _____—you _____ the customer and you _____ the idea that you are listening.

3. _____ the customer's comments.

Summarize what the customer has said, and _____ it into a few words and repeat it back to them. _____ it, give it _____, and ask if you have _____ them. When you paraphrase the customer's comments and give them back to the customer you accomplish both objectives again. You have to _____ and _____ or you wouldn't be able to translate it back to the customer. So, it's a check on your understanding of the customer's comments. It also tells the customer that you have _____. So, again, you get a double benefit from this technique.

4. Respond _____.

Responding appropriately means _____ with the _____ of the customer's conversation. It's a way of telling the customer that you have _____ to what they said. And, it's the ultimate purpose of the _____.

Six rules for things NOT to do.

1. Don't do _____ much of the talking.

2. Don't _____ when others are talking.
3. Don't start to _____ or take exception before the person has finished.
4. Don't _____ with a personal story all the time.
5. Don't finish _____ for people.
6. Don't wait _____ for someone to finish so you can respond.

The benefits of good listening skills include better _____, more effective _____ and decision-making, as well as improved _____ with customers, prospects, co-workers, friends and significant others.

It's worth the _____.

EXERCISE ONE: LISTENING QUIZ

Circle the correct answer.

- | | | | |
|----|-------------|-------|------------|
| 1. | True | False | Not enough |
| | Information | | |
| 2. | True | False | Not enough |
| | Information | | |
| 3. | True | False | Not enough |
| | Information | | |
| 4. | True | False | Not enough |
| | Information | | |
| 5. | True | False | Not enough |
| | Information | | |
| 6. | True | False | Not enough |
| | Information | | |

EXERCISE TWO: LISTENING EXERCISE

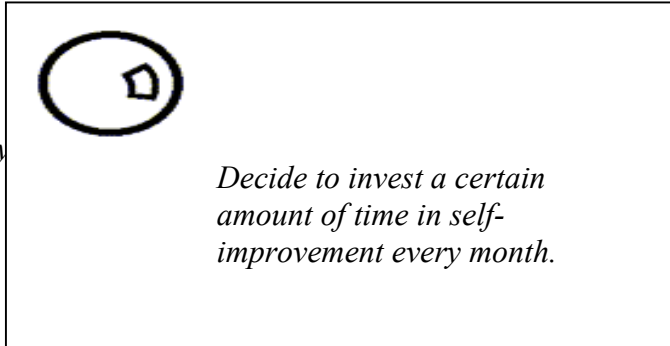
Recall some negative experience you've had when you were the buyer and the vendor did not listen well to you.

Take a moment and sketch out the basics of that situation below.

EXERCISE THREE: GENERATING IDEAS

Use the bubble pads to write down at least three good ideas you gained from today's session. Remember the four criteria for a "good idea." We've illustrated a couple of samples for you.

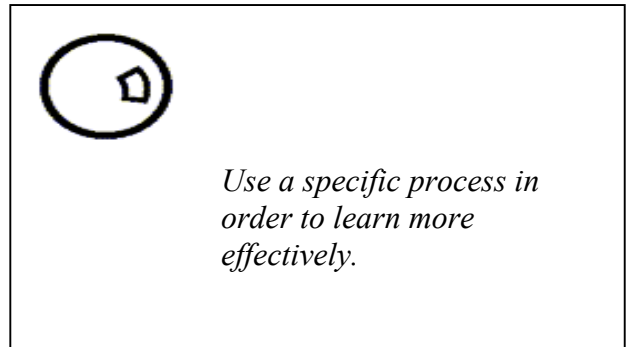
that



Remember, a good idea is one

- * focuses on the future*
- * focuses on action*
- * focuses on your behavior*
- * is a small step toward one of*

learning goals.



EXERCISE FOUR: DISTILLING THE BEST

Select the one good idea from the previous exercise that you think is the best. To help you make that selection, ask yourself these questions:

1. Which of these ideas could make the fastest impact on my performance?
2. Which of these ideas would make the biggest impact on my performance?
3. Which of these ideas will be easiest to implement?
4. Which of these ideas am I most passionate about?

Rewrite that idea here.

EXERCISE FIVE: PRECISELY PRESCRIBING

Turn the idea from the previous exercise into a Precise Prescription. Write that prescription on the Rx pad. We've done an example for you. Now, take your prescription and post it someplace where it will remind you to do it.



(Precisely Prescribe)

*I will set aside two hours every week for
personal improvement and keep a
record of what I do in that time.*